

Dan Timm

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Topgolf- Dallas, TX March 2012 to May 2020

National Beverage Manager

- Direct management of Supply Chain relations across all segments Beverage category. Currently 400+ distributor relationships and 120+ supplier relationships.
- Direct management of 3rd party agency that handled Supplier Funds and contract functions in support of Beverage Program
- Menu creation, pricing strategy, analysis, evolution and innovation while supporting National, Regional, and Local programming for both Beer and Spirits. Address local needs in diverse markets like Las Vegas & Salt Lake City.
- Lead on Marketing Program team in development of day-part optimization to create additional revenue streams and maximize Spend Per Visit opportunity.
- Approval of all Beverage related collateral for Training, Menu, Media, and in venue Point of Sale material
- Creation of Edgy Spirits & Libations Beverage program containing all components of world class program including SOP's, Recipes, Approved Product & Small Wares List, and training documentation for entry level through Director level instruction.
- Creation and Implementation of RAS (Responsible Alcohol Service) Program to standardize service protocol and define brand standards for alcohol service.
- Successfully developed and implemented Bar Basics & Startending training programs for new-to-role associates
- POS system design to promote speed of use and promote ability to customize to guest want and to Up Sell
- Guided growth of program from \$12 Million to \$220 Million running total COGS under 20%
- Spearheaded Recipe Engineering project that will save projected \$1 Million COGS savings for '20
- Guided brand through negotiation of transition from Pepsi to Coke and executed hardware change out for 48 venues in 4-week period.

GFI Enterprises - Park City, UT

March 2011 to March 2012

Director of Operations

- Operated 5 franchise units for absentee owner.
- Implemented Sales Training and Incentive programs that grew sales 20% per transaction.
- Full accountability for Facility, COG's, Labor Goals, and P&L for company.
- 9 consecutive periods of double-digit sales growth to maximize value of company for sale.
- Spearheaded renovation of 3 units to brand standard in 6 months.
- Streamlined costs --net savings to company of \$90,000 per year, increase of 15% from previous year.

Stone House Pubs - Ft. Collins, CO dba Stonehouse Grille / Stone Ridge Grille

November 2004 to February 2011

Executive Chef/General Manager/Managing Partner

- Created concept & menu from ground up for higher-end but traditional Scottish food and drink.
- Developed food and drink specials that drove sales from \$800k in 2005 to over \$2.3 million in 2008 at flagship location.
- Excelled at hiring and training which led to very low turnover rate.
- Launched e-marketing campaign via email and Facebook as well as networking within community to discover new customers and build relationships.

RAM International - Ft. Collins, CO dba CB & Potts and Braun's Bar and Grill

May 1999—October 2004

General Manager

- Quickly recognized for ability to train and trouble-shoot.
- Full responsibility P&L, Labor, COG'S, for hiring, firing, training, staff training, sales forecasting, budgetary best practices, and community relations.
- GM for 3 locations: Cheyenne, Wyoming, Fort Collins, CO, and Steamboat Springs, CO.

Education, Training, and Community Involvement

- **Colorado Christian University - Bachelors of Science, Business Administration**
- **Colorado State University- Exercise and Sport Science**
- **Up With People** - 1 year tour to 12 countries with members from 17 countries working in diverse environments to perform community service in 80 communities in 11 countries.

